AMENDMENTS TO THE CLAIMS

Claim 1. (Currently Amended) A method comprising:

determining a current location of a mobile station;

making a comparison of the current location to a designated location; and

based on the comparison, computing a next time to determine an updated location of the mobile station,

wherein making the comparison comprises estimating a distance between the current location and the designated location,

wherein computing the next time to determine the updated location of the mobile station comprises estimating a time interval to travel the distance between the current location and the designated location,

wherein estimating the time interval to travel the distance between the current location and the designated location comprises using a predefined travel time that corresponds to traveling the distance between the current location and the designated location, and

wherein computing the next time to determine the updated location of the mobile station comprises calculating a percentage of the predefined travel time.

Claim 2 (Original). The method of claim 1, wherein the determining, making and computing functions are carried out by a network server, and wherein determining the current location of the mobile station comprises receiving from a location determination system an indication of the current location of the mobile station.

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Claim 3 (Original). The method of claim 1, wherein the determining, making and computing functions are carried out by the mobile station, and wherein determining the current location of the mobile station comprises:

sending a position determination request into a network; and

receiving from the network an indication of the current location of the mobile station.

Claims 4-7 (Canceled).

8. (Currently Amended) ~~The method of claim 1~~ A method comprising:

determining a current location of a mobile station;

making a comparison of the current location to a designated location; and

based on the comparison, computing a next time to determine an updated location of the mobile station,

wherein making the comparison comprises estimating a time interval to travel from the current location to the designated location, and

wherein computing the next time to determine the updated location of the mobile station comprises calculating a percentage of the time interval.

Claim 9 (Canceled).

Claim 10 (Original). The method of claim 8, further comprising, if the time interval is more than a predetermined amount, determining the updated location of the mobile station at a predetermined time interval.

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Claim 11 (Original). The method of claim 8, further comprising, if the time interval is less than a predetermined amount, determining the updated location of the mobile station at a predetermined time interval.

Claim 12 (Original). The method of claim 8, further comprising, if the time interval is between a first threshold and a second threshold, determining the updated location of the mobile station at a predetermined time interval.

Claim 13 (Original). The method of claim 8, wherein estimating the time interval comprises:

requesting the time interval from a geoserver; and

receiving the time interval from the geoserver.

Claim 14 (Original). The method of claim 13, wherein requesting the time interval from the geoserver comprises sending information indicative of the current location and the designated location to the geoserver.

Claims 15-18 (Canceled).

Claim 19 (Original). The method of claim 1, further comprising repeating the steps of claim 1 until the mobile station is located within a range of the designated location.

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Claim 20 (Original). The method of claim 19, wherein the range is a distance.

Claim 21 (Original). The method of claim 19, wherein the range is an amount of time to travel from the current location to the designated location.

Claim 22 (Original). The method of claim 1, further comprising repeating the steps of claim 1 until the mobile station is located at the designated location.

Claim 23 (Original). The method of claim 22, further comprising once the next time is less than a threshold, stop repeating the steps of claim 1.

Claim 24 (Original). The method of claim 1, further comprising sending content to the mobile station once the mobile station is located within a range of the designated location.

Claim 25 (Currently Amended). A method comprising:

(a) determining when a mobile station is located within a range of a designated location by [[:]] (i) determining a current location of the mobile station, and (ii) if the current location is not within the range, computing a next time to determine an updated location of the mobile station, and at the next time, repeating from step (i), wherein computing the next time to determine the updated location of the mobile station comprises estimating a travel time required for the mobile station to travel from the current location to the designated location and calculating a percentage of the travel time; and

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(b) responsively sending content that is associated with the designated location to the mobile station when the mobile station is located within the range of the designated location.

Claim 26 (Canceled).

Claim 27 (Currently Amended). The method of claim [[26]] 25, wherein estimating the travel time required for the mobile station to travel from the current location to the designated location comprises:

requesting the travel time from a geoserver; and

receiving the travel time from the geoserver.

Claim 28 (Original). The method of claim 25, wherein sending content that is associated with the designated location to the mobile station comprises sending a short message service (SMS) message to the mobile station.

Claim 29 (Original). The method of claim 25, wherein sending content that is associated with the designated location to the mobile station comprises sending a wireless application protocol (WAP) push message to the mobile station.

Claim 30 (Currently Amended). A system comprising:

a content serving element that stores content associated with a designated location and sends the content to a mobile station when the mobile station is located within a range of the designated location; and

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a location determining element arranged to:

(a) determine when the mobile station is located within the range; and

(b) responsively inform the content serving element when the mobile station is located within the range, wherein the location determining element determines when the mobile station is located within the range by performing a process comprising:

(i) determining a current location of the mobile station, and

(ii) if the current location is not within the range, computing a next time to determine an updated location of the mobile station by estimating a travel time required for the mobile station to travel from the current location to the designated location and calculating a percentage of the travel time, and at the next time, repeating from step (i).

Claim 31 (Canceled).

Claim 32 (Currently Amended). The system of claim [[31]] 30, wherein the location determining element estimates the travel time by:

requesting the travel time from a geoserver; and

receiving the travel time from the geoserver.

Claim 33 (Original). The system of claim 30, wherein the content serving element includes a plurality of content, where each content is associated with a respective designated

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location, and wherein given content is sent to the mobile station once the mobile station is approximately located at the respective designated location of the given content.

Claim 34 (Original). The system of claim 30, wherein the content is selected from the group consisting of advertisements, solicitations, and coupons.

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